

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Geoffrey Maseruka

Group Art Unit: 3625

Serial No.: 10/681,916

Examiner: Adam L. Levine

Filed: October 10, 2003

Docket No.: 090426-00002

Confirmation No.: 7684

For: PRODUCT MARKETING SYSTEM AND METHOD

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE

Sir:

This is responsive to the final Office Action dated November 5, 2010 (the "*Office Action*"). Favorable consideration is respectfully requested in view of the following amendments and remarks.

Amendments to the Claims are reflected in the listing of claims which begin on page 2 of this paper; and

Remarks begin on page 6.